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FOR IMMEDIATE RELEASE (#03-06)
Wednesday, June 11, 2003

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LGBT CAUCUS COMMENDS DAVIS LGBT ANTI-TOBACCO CAMPAIGN

SACRAMENTO, CA – The California Legislative Lesbian, Gay, Bisexual, and Transgender Caucus today joined Governor Davis in unveiling an innovative anti-tobacco campaign targeted at LGBT California smokers. The one-year campaign will begin with print ads that will run this month in gay and lesbian publications to coincide with Gay Pride Month.

“I applaud Governor Davis’ insight and leadership in recognizing and countering the tobacco industry’s efforts to increase tobacco use in the LGBT community,” said Assemblymember Christine Kehoe (D-San Diego), Chair, California Legislative LGBT Caucus. “The tobacco industry has targeted campaigns to the LGBT community for too long. It is time that the LGBT community receives complete information on the health effects of tobacco use. Tobacco kills.”

The Governor’s Office provided the following data and details:

According to the 2001 California Health Interview Survey conducted by the Center for Health Policy Research at the University of California, Los Angeles, gays and lesbians 18-65 years old had a combined smoking prevalence of 30.8 percent, which is 70 percent more than the state's general population in the same age group.

Among gay men, smoking prevalence was 33.2 percent, which is 56 percent more than all other California men. Among lesbians, 25.3 percent smoked, which is 68 percent more than all other California women.

Development and placement of the anti-tobacco print ads is paid for by Proposition 99, a 1988 voter-mandated 25 cents per pack tax on tobacco. Proposition 99 funds comprehensive programs to combat tobacco use in California using multiple channels to educate the public, including local health departments, community-based organizations, the media, schools, universities and numerous other organizations.

The California Legislative LGBT Caucus was formed in June 2002. The caucus’ role is to present a forum for the California Legislature to discuss issues that affect lesbian, gay, bisexual, and transgender Californians and to further the goal of equality and justice for all Californians. The LGBT Caucus’ formation made California the first state in the country to recognize an official caucus of openly-LGBT state legislators.

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